

EVENTS SPECIALIST

GRADE: 16

FLSA: EXEMPT

CHARACTERISTICS OF CLASS:

The Events Specialist performs intermediate paraprofessional and responsible administrative work coordinating, planning and developing City and community events. The incumbent utilizes a proactive approach interacting effectively with the public, staff members, vendors and artists. The physical demands are light and the working conditions are good. The work is directed by the Special Events Manager and uses standardized administrative practices. The incumbent participates with other staff in event development, service delivery, event marketing, and supervision of temporary staff.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team.
- Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Identifies, hires, coordinates and contracts performing artists for stage and roving entertainment for various City events.
- Ensures there is effective communication between artists, vendors and staff before and during events.
- Assists in the coordination of logistics for various City events including scheduling, staffing, and determining set-up needs.
- Assists with the development of event content.
- Hires and schedules temporary employees to work City special events.

- Supervises temporary employees at City special events and community events.
- Develops full time staff schedules and assignments for City special events.
- Coordinates and administers community events at local P.T.A's, schools and civic associations.
- Receives community events applications and completes work orders for equipment and supplies.
- Processes vendor and artist payments.
- Processes temporary event staff payroll.
- Assists in the development of the Special Events budget.
- Coordinates event marketing, advertising and social media.
- Acts as a liaison between the City and Town Center residents and businesses when coordinating events.
- Handles special projects as assigned.
- Performs other duties as required.

QUALIFICATIONS:

Required Training and Experience:

Any combination of training and experience substantially equivalent to graduation from an accredited college or university with major course work in recreation administration or related field and some experience in contracting and coordinating entertainment and event marketing. Must have appropriate driver's license valid in the State of Maryland.

Preferred Knowledge, Skills and Abilities:

- Knowledge of proper rules and procedures to be followed when contracting entertainment.
- Knowledge of the key elements to planning large scale events.
- Knowledge in aspects of event promotion such as marketing and advertising including social media.
- Excellent skill in organization and record keeping.
- Works well in a team atmosphere.
- Communicates well with team members in order to deliver high quality work and events.
- Self-motivates in order to complete tasks on time or ahead of schedule.
- Ability to juggle multiple events and assignments at once.
- Ability to prioritize and reprioritize duties on a regular basis.
- Ability to direct the activities and motivate regular and temporary staff before, during and after an event.
- Ability to represent the City of Rockville in a professional manner.
- Ability to communicate effectively with the public, entertainers, vendors and staff members.
- Ability to communicate effectively both in writing and orally.

Revised July,2012